



# BRISTOL INTERNATIONAL FESTIVAL OF KITES & AIR CREATIONS

ASHTON COURT ESTATE, BRISTOL  
30<sup>th</sup> & 31<sup>st</sup> August 2008

## RENEWABLE ENERGY PARTNER PROPOSAL

### Why Bristol International Kite Festival?

The Bristol International Festival of Kites and Air Creations is one of the UK's most colourful and distinctive events, and will be celebrating its 23<sup>rd</sup> birthday on 30 and 31 August 2008.

Visitors of all ages will be treated to an action packed aerial extravaganza featuring spectacular flying displays, kite fighting battles, breathtaking synchronised routines flown to music and awesome power kites as well as colourful ground-based inflatables and air sculptures of all shapes and sizes.

### Festival visitors

The Festival averages 30,000-40,000 visitors over its two days. They are primarily A/Bs, young individuals/couples and families from the Greater Bristol area and the South West, the Midlands and Wales, with a significant number from the South East of England and across the rest of the UK.

There is a strong link between kite flying and renewable energy, and Festival visitors tend to have a high level of awareness of environmental and social issues. The relaxed atmosphere is one of the Festival's most positive aspects, and limited corporate presence ensures that visitors don't feel overwhelmed or bombarded by advertising. Therefore, Festival visitors are far more open to interaction and discussion with on-site providers.

### The Festival is offering:

- ❖ On-site presence: space for stall in Festival's main marquee for face to face interaction with visitors. Additional outside space in line of traders/around arenas available for discussion.
- ❖ On-site branding: kite and/or banner to be flown/displayed as appropriate throughout the weekend.
- ❖ On-site audio: mentions over PA throughout the weekend (text to be approved).
- ❖ Link on website: with possible joining benefits for Festival site visitors.
- ❖ Media and press: specific to partnership as well as inclusion in general Festival media activities, including invitation to attend the main photo/press call on Thursday, 28 August.
- ❖ Thank-you in Festival programme: with potential for logo inclusion (depending on size and design of programme).

### The Partner will offer:

- ❖ Sponsorship on-site power usage costs (currently generator based, approx £800)
- ❖ Offset of Festival's CO2 emissions
- ❖ Reciprocal press and media coverage and web links where appropriate

The Festival will also offer its renewable energy partner special deals on additional sponsorship opportunities, including the People's Choice Award (another data collection opportunity), specific arena slots and Saturday night on-site party. Other options and ideas are open to discussion.

### For further information please contact:

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